

REMARKS/ARGUMENTS

The Applicants originally submitted Claims 1-20 in the Application. In a previous response, the Applicants canceled Claims 6 and 16 without prejudice or disclaimer and added Claims 21-22. In the present response, the Applicants have not amended, canceled, or added any claims. Accordingly, Claims 1-5, 7-15 and 17-22 are currently pending in the Application.

I. Rejection of Claims 1, 4-5, 8, 11, 14-15, 18, and 21-22 under 35 U.S.C. §103

The Examiner has rejected Claims 1, 4-5, 8, 11, 14-15, 18, and 21-22 under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent Application Publication No. 2003/0087650 by Aarnio (hereinafter "Aarnio") in view of U.S. Patent No. 7,266,186 to Henderson (hereinafter "Henderson"). The Applicants respectfully disagree.

AARNIO AND HENDERSON DO NOT GENERATE AN IMAGE OF A DOCUMENT

The Examiner states: "Regarding claim 1, Aarnio teaches a mobile telephone having a camera configured to generate an image of a document containing the contact data (location information is one form of contact data[sections 0006 and 0016] or even retail information is another form of contact data [section 0023])..." (See Final Rejection of June 2, 2009, page 2.) Paragraph [0016] of Aarnio states:

"When a user of the MS 12 desires to know his or her exact location, the user will obtain a digital image of a **geographic location** proximate the MS. Such a digital image may be of a **building, an intersection with a street sign, a landmark, etc.**, and may be obtained through the use of a digital camera 13...The MS 12 then communicates the digital image obtained from camera 13 to the mobile network 14 along with a request to identify the exact MS location. Mobile network 14 will contact or otherwise access the Internet 18 through Internet access port 16 and

convey the digital image to various servers in communication with the Internet to obtain a precise location..." **(Emphasis added.)**

Paragraph [0023] of Aarnio states:

"...Moreover, the system can be used to provide advertisement information pertaining to a specific retail or service provider location by transmitting through the MS an image **of the retail outlet**. The service server will then locate, via access to an advertiser database, information concerning special offers or sales pertaining to the retail outlet, etc...." **(Emphasis added.)**

Thus, the cited portions of Aarnio teach generating an image of a geographic location, such as a building, intersection with a street sign, a landmark, or a retail outlet. The cited portions of Aarnio do not teach generating an image of a document as presently claimed. Since Aarnio is concerned with identifying a precise location of a mobile station (*see* paragraph [0006]), generating an image of a document, such as a business card, as presently claimed would do little to identify a precise location of a mobile station. As such, the cited portions of Aarnio do not teach or suggest generating an image of a document as recited in independent Claims 1 and 11.

Henderson has not been cited to cure the above-noted deficiencies of Aarnio but to teach that extracted contact data can be easily added to a specific contact database. (*See* Final Rejection of June 2, 2009, page 3.) As such, the cited portions of the cited combination of Aarnio and Henderson, as applied by the Examiner, do not establish a *prima facie* case of obviousness of independent Claims 1 and 11 and Claims that depend thereon. Accordingly, the Applicants respectfully request the Examiner to withdraw the §103(a) rejection of Claims 1, 4-5, 8, 11, 14-15, 18, and 21-22 and allow issuance thereof.

II. Rejection of Claims 2-3, 7, 9-10, 12-13, 17, and 19-20 under 35 U.S.C. §103

The Examiner has rejected Claims 2-3, 7, 9-10, 12-13, 17, and 19-20 under 35 U.S.C. §103(a) as being unpatentable over Aarmio in view of Henderson and further in view of: U.S. Patent No. 6,956,833 to Yukie, *et al.* (hereinafter "Yukie") for Claims 2, 7, 9, 12, 17, and 19; U.S. Patent Application Publication No. 2003/0211856 by Zilliacus (hereinafter "Zilliacus") for Claims 3 and 13; and U.S. Patent Application Publication No. 2003/0181200 by Iida (hereinafter "Iida") for Claims 10 and 20. As established above, the cited portions of the cited combination of Aarmio and Henderson, as applied by the Examiner, do not provide a *prima facie* case of obviousness for independent Claims I and II. Yukie, Zilliacus, and Iida have not been cited to cure the above-noted deficiencies of the cited portions of Aarmio and Henderson but to teach the subject matter of the above-mentioned dependent claims. As such, the cited portions of Aarmio and Henderson in combination with Yukie, Zilliacus, or Iida fails to establish a *prima facie* case for obviousness for independent Claims I and II and Claims that depend thereon. Accordingly, the Applicants respectfully request the Examiner to withdraw the §103(a) rejection of Claims 2-3, 7, 9-10, 12-13, 17, and 19-20 and allow issuance thereof.

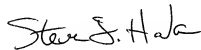
III. Conclusion

In view of the foregoing remarks, the Applicants now see all of the Claims currently pending in this Application to be in condition for allowance and therefore earnestly solicit a Notice of Allowance for Claims 1-5, 7-15 and 17-22.

The Applicants request the Examiner to telephone the undersigned agent of record at (972) 480-8800 if such would further or expedite the prosecution of the present Application. The Commissioner is hereby authorized to charge any fees, credits or overpayments to Deposit Account 08-2395.

Respectfully submitted,

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